

# EXHIBIT 10

To the Mao Declaration ISO  
Plaintiffs' Administrative  
Motion re: Google's Production  
of Documents Improperly  
Withheld as Privileged

REDACTED DOCUMENT  
SOUGHT TO BE SEALED

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# Alex's Consent Conclusions

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## UXR Questions — that look already answered!

1. Do users really understand what they're consenting to when they consent to share browsing history or other behaviour data?
1. If they do, do they later remember and agree that they gave consent, or are they doing it just to get through a particular hurdle (phone setup, get to an article, etc.)?

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## References

[10 Things We Know about how People Experience Consent](#)

<http://go/pinecone>

[\[REDACTED\] Consent Research](#) and [Round 2](#) and [2.5](#) and [3](#) and [4](#) and [5](#)

[Summary Deck](#)

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## Alex's Conclusions

1. Do users really understand what they're consenting to when they consent to share browsing history or other behaviour data?



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## Alex's Conclusions II

1. If they do, do they later remember and agree that they gave consent, or are they doing it just to get through a particular hurdle (phone setup, get to an article, etc.)?

